

Message Text

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PAGE 01 NEW DE 12883 011239Z

46

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 067735

P R 011142Z SEP 76
FM AMEMBASSY NEW DELHI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8093
AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 12883

FOR MAURICE KOGON, DIRECTOR, MARKET PLANNING

E.O. 11652: N/A

TAGS: BEXP IN

SUBJECT: FOLLOW UP ON US SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTATION CATALOG SHOW

1. THE FOLLOWING IS A SUMMARY OF OUR SPOT SURVEY
COVERING THE RESULTS OF THE SHOW:

SALES/COMMISSION AGENCY ARRANGEMENTS

A) ESTABLISHED ..10
B) PENDING NEGOTIATIONS ..37

TECHNICAL COLLABORATIVE ARRANGEMENTS

A) PROPOSALS SUBMITTED TO GOI .. 2
B) PENDING NEGOTIATIONS .. 2
C) UNDER PROCESS FOR REPORTING TO USDOC .. 1

INDIANS WHO HAVE PERSONALLY VISITED

US TO NEGOTIATE BUSINESS .. 4

END USERS PLANNING TO IMPORT DIRECT .. 2

NUMBER OF INDIAN COMPANIES THAT DID NOT
RECEIVE RESPONSE .. 4

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ACTUAL USERS/CONSULTANTS WHO
HAVE EXPRESSED SATISFACTION
WITH RESPONSE FOR LITERATURE ..14

BUSINESS CONCLUDED BY EXISTING AGENTS ..DOLS38,921.50

BUSINESS IN PROCESS OF BEING
CONCLUDED ..DOLS502,436,00

PROJECTED SALES RESULTS FOR CY 1977 DOLS1.5 MILLION.

2. THE SURVEY IS BASED ON THE EXPERIENCE OF 66 INDIAN
FIRMS WHO RESPONDED OUT OF 103 WHICH WE CONTACTED. WITH
MINOR EXCEPTIONS THIS IS ENTIRELY BUSINESS GENERATED BY
THE EXHIBIT.SAXBE

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